

ACCT#	INCOME	TOTAL
4030	4030 County BID	\$ 565,199.00
4035	4035 County 50% Match	\$ 275,508.00
4040	4040 County Admin Fee	(\$ 16,530.00)
4830	4830 Event Brochure Ads	\$ 0.00
4950	4950 Interest Income	\$ 0.00
	TOTAL INCOME	\$ 824,177.00
ACCT#	EXPENSES	TOTAL
	MEDIA & WEBSITE	
	Advertising / Media	
5130	5130 Print & Online Advertising	\$ 187,900.00
5150	5150 Ad Development/Design	\$ 10,000.00
5170	5170 Photography	\$ 2,400.00
5240	5240 Research & Development	\$ 6,000.00
5280	5280 Video Development	\$ 0.00
5290	5290 Marketing Contingency	\$ 10,000.00
27.13%	Total Advertising / Media	\$ 216,300.00
	Marketing / Public Relations	
5510	5510 Public Relations Contract	\$ 94,200.00
5520	5520 Marketing Agency Contract	\$ 8,333.00
5540	5540 Clipping Service	\$ 9,000.00
5550	5550 In-Market PR Stunts	\$ 0.00
5560	5560 Media Events	\$ 9,500.00
5610	5610 Travel -PR Related	\$ 1,000.00
5680	5680 Visiting Media FAM Expenses	\$ 12,000.00
15.51%	Total Marketing / Public Relations	\$ 134,033.00
	Website Maint / Development	
5710	5710 Interactive Media Coordinator	\$ 30,000.00
5740	5740 Content Creation	\$ 30,000.00
5750	5750 Development/ Maintenance	\$ 6,000.00
5780	5780 Interactive Marketing	\$ 0.00
4.70%	Total Website Maint / Development	\$ 66,000.00
	Leisure / Group Sales	
5810	5810 Promotion Items, Booth Develop	\$ 9,500.00
5820	5820 Consumer & Trade Shows	\$ 4,050.00
5840	5840 State Fair Exhibit	\$ 1,000.00
5870	5870 Shipping - Travel Shows	\$ 2,500.00
5880	5880 Travel - Leisure/Group Sales	\$ 5,940.00
5885	5885 Travel - Group FAMs	\$ 4,000.00
5890	5890 Misc. Sales Opportunities	\$ 600.00
3.46%	Total Leisure / Group Sales	\$ 27,590.00
50.80%	TOTAL MEDIA & WEBSITE	\$ 443,923.00
	VISITOR SVS / PARTNERSHIPS	
	Partnerships	
6550	6550 Conferences & Seminars	\$ 0.00
6570	6570 In-County Relations	\$ 12,300.00
6590	6590 Memberships	\$ 6,600.00
6610	6610 North Coast Tourism Council	\$ 11,000.00
2.40%	Total Partnerships	\$ 29,900.00
	Visitor Services	
6720	6720 Event & Festival Guides	\$ 16,800.00
6730	6730 Incentives & Sponsorships	\$ 19,832.04
6770	6770 Visitor Centers & Signage	\$ 5,000.00
7.41%	Total Visitor Services	\$ 41,632.04
9.81%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 71,532.04
	ADMIN EXPENSES	
	General Admin	
7010	7010 Accounting	\$ 25,720.00

7060	7060 Bank Fees	\$ 600.00
7080	7080 Board Development	\$ 920.00
7090	7090 Copying & Printing	\$ 2,400.00
7100	7100 Dues & Subscriptions	\$ 11,000.00
7130	7130 Legal Fees	\$ 3,000.00
7140	7140 Licenses & Permits	\$ 100.00
7150	7150 Meeting Expenses	\$ 600.00
7200	7200 Office Expense	\$ 3,550.00
7210	7210 Postage & Shipping	\$ 900.00
7280	7280 Travel Expenses	\$ 6,000.00
4.98%	Total General Admin	\$ 54,790.00
	Occupancy Costs	
7650	Rent	\$ 23,800.00
7660	Insurance	\$ 2,250.00
7850	Repairs & Maintenance	\$ 5,520.00
7890	Taxes	\$ 65.00
7910	Telecommunication	\$ 5,400.00
7950	Utilities	\$ 9,099.88
3.54%	Total Occupancy Costs	\$ 46,134.88
8.52%	TOTAL ADMIN EXPENSES	\$ 100,924.88
	PERSONNEL	
8510	Salaries & Wages	\$ 158,000.00
8520	Paid Time Off	\$ 11,085.58
8530	Payroll Taxes	\$ 13,311.50
8550	Workers Comp	\$ 3,000.00
8570	Health Insurance	\$ 14,400.00
8580	Other Employee Benefits	\$ 200.00
8590	Contract Work	\$ 7,800.00
8615	Employee Recruitment	\$ 0.00
30.88%	TOTAL PERSONNEL	\$ 207,797.08
100.00%	TOTAL EXPENSES	\$ 824,177.00
	NET OPERATING INCOME	\$ 0.00
	From Reserve Account	\$ 0.00
BUDGET	VMC FY 2019-20 BUDGET NET INCOME	\$0.00
SUMMARY		
BUDGET %	INCOME	TOTAL
68.02%	Mendocino County BID	\$ 551,016.00
34.01%	Mendocino County 50% Match to BID	\$ 275,508.00
-2.04%	Mendocino County Administration Fee	\$ 16,530.00
0.00%	Total Other Income	\$ 0.00
100%	TOTAL INCOME	\$ 809,994.00
BUDGET %	EXPENSES	TOTAL
26.24%	Total Advertising / Media	\$ 216,300.00
16.24%	Total Marketing / Public Relations	\$ 134,033.00
8.00%	Total Website Maint / Development	\$ 66,000.00
3.35%	Total Leisure / Group Sales	\$ 27,590.00
53.83%	TOTAL MEDIA & WEBSITE	\$ 443,923.00
3.64%	Total Partnerships	\$ 29,900.00
5.05%	Total Visitor Services	\$ 41,632.04
8.69%	TOTAL VISITOR SVS / PARTNERSHIPS	\$ 71,532.04
6.64%	Total General Admin	\$ 54,790.00
5.63%	Total Occupancy Costs	\$ 46,134.88
12.27%	TOTAL ADMIN EXPENSES	\$ 100,924.88
25.21%	TOTAL PERSONNEL	\$ 207,797.08
100.00%	TOTAL EXPENSES	\$ 824,177.00
	NET OPERATING INCOME	\$ 0.00
0.00%	From Reserve Account	\$ 0.00
BUDGET %	VMC FY 2020-2021 BUDGET NET INCOME	\$ -